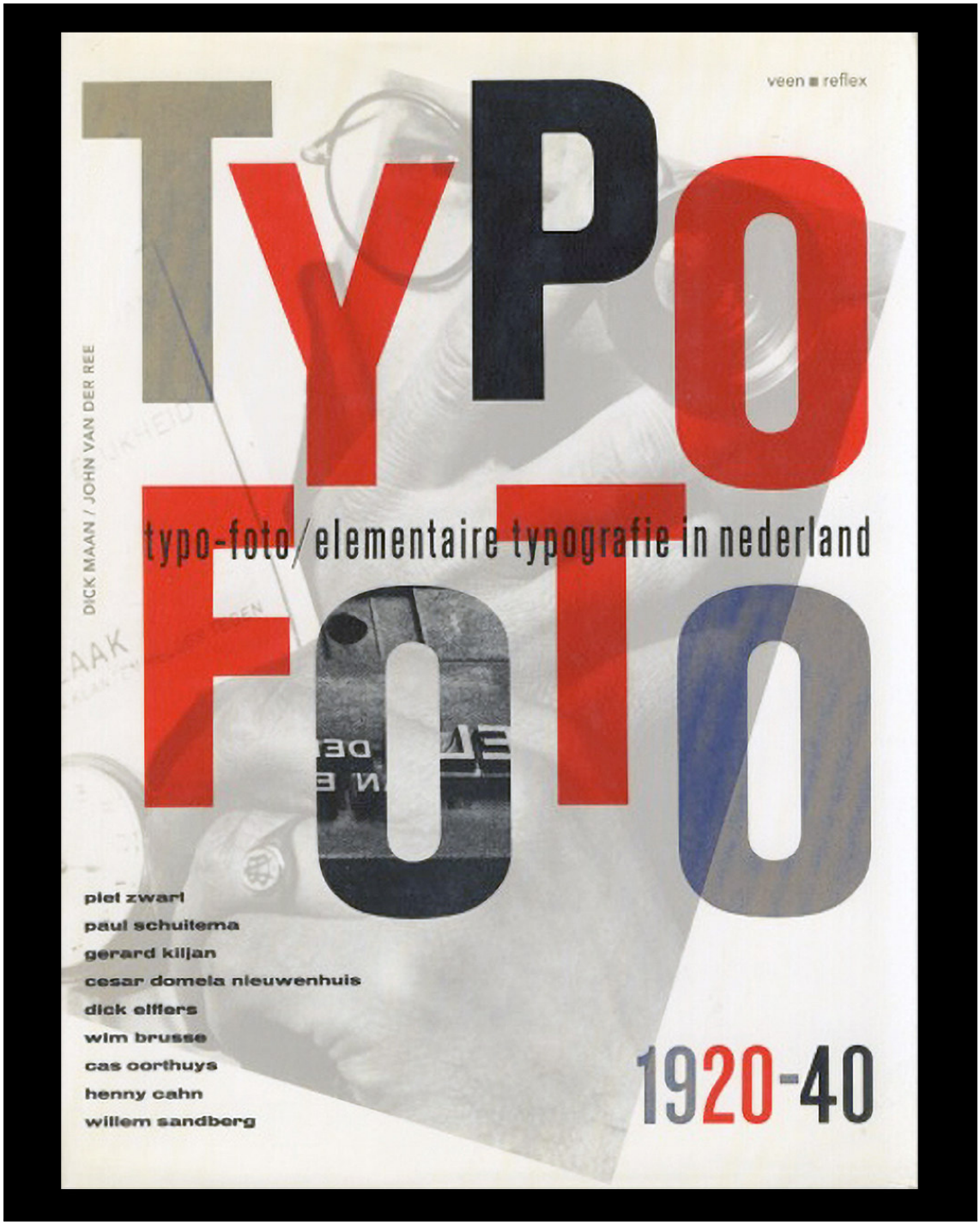
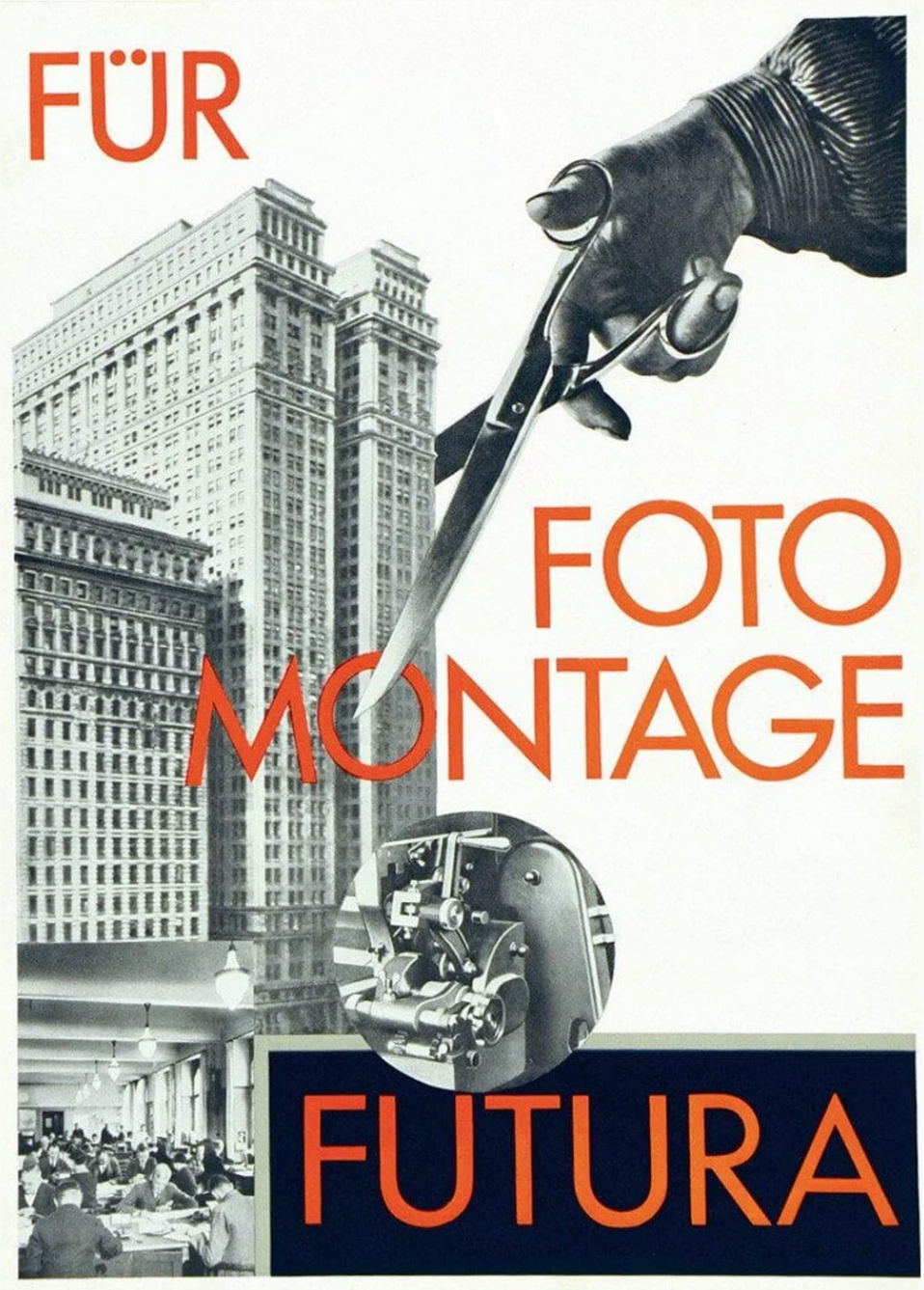

veen ■ reflex
TYPO
FOTO
typo-foto/elementaire typografie in nederland
DICK MAAN / JOHN VAN DER REE
piet zwart
paul schuitema
gerard kiljan
cesar domela nieuwenhuis
dick elffers
wim brusse
cas oorthuys
henny cahn
willem sandberg
1920-40

MOULIN ROUGE
MOULIN ROUGE
MOULIN ROUGE
LA GOULUE
CONCERT
BAL
TOUS Les SOIRS

ALCAZAR D'ÉTÉ
Revue
FIN DE SIÈCLE
DE LÉON GARNIER
COSTUMES DE LANDOLFF

TYPO
PHOTO
MOHOLY-NAGY
26
NOV
2012
Faculdade de Belas-Artes
Universidade de Lisboa
GRANDE AUDITÓRIO
PROGRAMA
9:00h Sessão de Abertura:
> Victor Rodrigues
10:00h Uma nova literatura visual
Lázló Moholy-Nagy e o conceito de typophoto, dando origem a uma nova literatura visual que utiliza a fotografia.
> João Rodrigues
> Rui de Andrade
> Kate Meyer
Moderador: Rui Almada
12:30h LUNCH BREAK
14:00h Processamento da comunicação
A typophoto é o processamento mais exacto da comunicação, apresentado uma composição visual e tipográfica.
> Jake Williams
> Mara Garcia
16:30h Foto-texto
A fotografia é muito eficaz quando usada como material tipográfico, podendo aparecer na forma de foto-texto, isto é, no lugar das palavras.
> Frederico dos Reis
> Gabriel Leonardo


FÜR
FOTO
MONTAGE
FUTURA

ЛЕНГИЗ
КНИГИ
ПО ВСЕМ ОТРАСЛЯМ ЗНАНИЯ
ЛЕНГИЗ

HONK
E Ruscha 1962

JET
BABY

Your body
is a
battleground

Typophotography

*1. Dick Maan & John van der Ree, Typo-foto: elementaire typografie in Nederland, 1920-1940, 1990
*2. Henri de Toulouse-Lautrec, Moulin Rouge: La Goulue, 1891
*3. Jules Chéret, Alcazar d'Été: Revue Fin de Siècle, 1892
*4. László Moholy-Nagy, Typophoto, 1925 (Reconstructed 2012)
*5. Paul Renner, Für Fotomontage: Futura, c. 1927–1930
*6. Alexander Rodchenko, Books (Lengiz), 1924
*7. Ed Ruscha, Honk, 1962
*8. Ed Ruscha, Jet Baby, 2011
*9. Barbara Kruger, Untitled (Your body is a battleground), 1989

Catalog Note

This catalog serves as a visual reference collection of historical plates that form the theoretical foundation for Justin Choi's aesthetic essay, *Typophotography*. It traces the visual evolution of the discipline across nine key plates and a final index page: from the early synthesis of painting and typography (Jules Chéret, Toulouse-Lautrec), through the political photomontage of Russian Constructivism and the functionalist standards of modernism (László Moholy-Nagy), to the postmodern conceptual subversion of language and imagery (Ed Ruscha, Barbara Kruger).

Instagram Post: https://www.instagram.com/p/DbspBCwGdm_/